

NIIW Kickoff Checklist

Advisory Committee

- ☐ Recruit Advisory Committee.
- ☐ Host Advisory Committee Meeting.
 - ✓ Location
 - ✓ Date
 - ✓ Time
- ☐ Invite Advisory Committee Members.

Roles of Advisory Committee

- ☐ Check possible conflicts with other events.
- ☐ Advise on site/location. (If outdoors, an alternate bad weather site.)
- ☐ Develop Theme.
- ☐ Advise on program content. (Aprox. 30 Minutes.)
- ☐ Recruit local celebrities/VIPs.
- ☐ Recruit children to participate and secure transportation.
- ☐ Develop local invitation list. (Local government officials, legislators, community leaders, health officials, other.)
- ☐ Recruit volunteers.
- ☐ Determine recognition awards.
- ☐ Recruit entertainment and develop children's program.
- ☐ Assist with media (media list, call outs).
- ☐ Identify and recruit emcee.
- ☐ Invite VIPs (Governor, HHS, Mayor, Senators and Members of Congress and staff, State legislators, city officials, other VIPs)
- ☐ Invite celebrities.
- ☐ Invite speakers and other participants.
- ☐ Design, print and mail invitations.
- ☐ Compile RSVPs.
- ☐ Secure VIP transportation and hotels.
- ☐ Create recognition awards.
- ☐ Design and print programs, banners, name tags, posters, directional signs, podium sign.
- ☐ Write continuity for emcee.
- ☐ Write speaker remarks/talking points, where appropriate.

☐ Media Relations

- ✓ Write media advisory.
- ✓ Write news releases.
- ✓ Develop and produce media kit.
 - News Release
 - Program
 - Back ground
 - Fact Sheets
 - Immunization Schedule
 - Bios
 - Remarks
 - Other
- ✓ Develop a media list.
- ✓ Do media mailing and media call outs. Put event on wire day books.
- ✓ Schedule media interviews.
- ✓ Site media relations.

☐ Logistical Support

- ✓ Secure appropriate permits, if needed.
- ✓ Site logistics
 - Room set-up (chairs, tables, etc.)
 - Security
 - Restrooms
 - Handicapped accessible
 - Parking
 - Media area
 - Media interview area
 - Reception Area
- ✓ AV
 - Podium
 - Microphones/speakers
 - TV (2)
 - VCR
 - Slide projector and screen
 - Easels
 - Mult box for media
 - Electrical outlets
- ✓ Media Relations

☐ VIP Reception

- ☐ Suggestions for VIP transportation and hotel.
- ☐ Thank you letters
- ☐ Evaluation